

## FASHION MERCHANDISING A

Levels: Grades 10-12

Units of Credits: 1 Semester (.5)

CIP Code: 08.0101

Prerequisites: None

### COURSE DESCRIPTION

The Fashion Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of: Basic Fashion and Business Concepts and terminology, fashion cycles, textile fibers and yarns, garment styles and parts, retail merchandise categories, retail business fundamentals, and fashion promotion. Students taking marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

**STANDARD** Students will understand why people choose certain clothes. (Ch. 1 “Fashion!”)  
08.0101-01

#### OBJECTIVES

08.0101-0101 Identify five reasons why people wear clothes.

08.0101-0102 Analyze how clothing satisfies certain physical, psychological, and social needs.

08.0101-0103 Compare how values, attitudes, conformity, individuality, and personality affect clothing selections.

**STANDARD** Students will understand basic fashion terminology. (Ch. 2 “Fashion!”)  
08.0101-02

#### OBJECTIVES

08.0101-0201 Define the following terms: fashion, apparel, garment, fashion trend, silhouette, high fashion, avant-garde, fad, craze, classic, and accessories.

08.0101-0202 Define the following terms for clothing construction: fitted garment, seams, dart, bodice, draped, tailored, composite.

08.0101-0203 Define the following clothing business terms: couturier, copies, knockoffs, ready-to-wear, and couture.

**STANDARD** Students will be able to understand the basics of the Fashion Cycle.  
08.0101-03 (Section 5.2 “Fashion Marketing”)

#### OBJECTIVES

07.0101-0301 Identify the fashion cycle and describe what happens in each stage.

07.0101-0302 Define: fashion movement, fashion leaders, fashion trend

07.0101-0303 Describe: trickle-up theory, trickle-down theory, trickle-across theory

**STANDARD** Students will understand basic garment styles and clothing parts. (Ch. 3 Fashion!)  
08.0101-04

#### OBJECTIVES

08.0101-0401 Identify basic dress styles including, but not limited to: Empire, sheath, shirtwaist, princess

08.0101-0401 Identify basic collar styles including, but not limited to: Button-down, shirt, turtleneck, crewneck

08.0101-0402 Identify basic neckline styles including, but not limited to: scoop, v neck, sweetheart, decollete’

08.0101-0403 Identify basic sleeve styles including, but not limited to: raglan, set in, shirt, kimono

- 08.0101-0404 Identify basic skirt styles including, but not limited to: pleated, gathered, a-line, wrap
- 08.0101-0405 Identify basic pant styles including, but not limited to: gauchos, hip huggers, jumpsuit, bermudas
- 08.0101-0406 Identify basic jacket styles including, but not limited to: Chanel, pea, bolero, safari
- 08.0101-0407 Identify basic coat styles including, but not limited to: trench, cape, wrap, polo

**STANDARD** Students will understand the development of fashion and the fashion industry. (Ch. 4 Fashion!))  
08.0101-05

#### OBJECTIVES

- 08.0101-0501 Identify three factors that contributed to the development of the apparel industry.
- 08.0101-0502 Identify and describe three of the major trade publications in the fashion industry.
- 08.0101-0503 Identify four fashion designers and their contributions to fashion from France, United States, Italy, and other areas around the world, including but not limited to: USA: Bill Blass, Liz Claiborne, Donna Karan, Calvin Klein, Ralph Lauren. France: Gabrielle “Coco” Chanel (and Karl Lagerfeld), Christian Dior, Hubert de Givenchy, Yves St Laurent. Italian: Giorgio Armani, Dolce and Gabanna, Gucci, Versace (Gianni and Donnatella)
- 08.101-504 Identify four fashion awards.

Took out: Ch 5: Textile Industry, Ch 6: Apparel Production, Ch 8: Fibers and Yarns, Ch 9: Fabric Finishes (Fashion!)

**STANDARD** Students will understand the basics of textiles (Ch. 6, “Fashion Marketing”)  
08.0101-06

#### OBJECTIVES

- 08.0101-0601 Identify the following terms: fabrics, fibers, yarns, natural fibers, filament, manufactured fibers, denier
- 08.0101-0602 Explain the advantages and disadvantages and characteristics of the following natural fibers: cotton, linen, wool, silk,
- 08.0101-0603 Explain the advantages and disadvantages and characteristics of the following manufactured fibers: rayon, nylon, acrylic, polyester.
- 80101-0604 Identify the three basic weaves
- 08.0101-0605 Define knit.

**STANDARD** Students will understand the basics of Fashion Marketing. (Ch 2 “Fashion Marketing”)  
08.0101-07

#### OBJECTIVES

- 08.0101-0701 Define: marketing, marketing concept, target market, market segmentation, demographics, psychographics, geographics, behaviorists, fashion merchandising
- 08.0101-0702 Identify the 4 Ps of Marketing
- 08.0101-0703 Describe the Channels of Distribution used in the fashion industry
- 08.0101-0704 Identify the 7 Marketing Functions and what each function does.

**STANDARD** Students will understand basic marketing terms and principles as related to fashion.

08.0101-08 (Ch 7 “Fashion!”)

### OBJECTIVES

08.0101-0801 Identify the types of fashion promotion including: advertising, publicity, visual merchandising, video merchandising

08.0101-0802 Describe the following types of retail stores: department stores, flagship stores, branch stores, chain stores, discount stores, specialty stores, mail order houses, franchises, and other types of retailing.

**NOTE:** TEACHERS HAVE THE OPTION TO COMBINE PERFORMANCE OBJECTIVES INTO FEWER, BIGGER PROJECTS AT THEIR OWN DISCRETION. FOR EXAMPLE, YOU COULD COMBINE PO-02 AND PO-03 INTO ONE PROJECT WITH MANY TERMS. YOU COULD ALSO COMBINE PO-07 AND PO-08 INTO ONE PROJECT. ( After comparing 2 stores, they could describe the promotional activities for one of those stores).

### PERFORMANCE OBJECTIVES

PO-01 Mount pictures and describe the reasons why people wear clothing.

PO-02 Demonstrate knowledge of clothing terms

PO-03 Demonstrate knowledge of trickle-up, trickle-down and trickle-across theories.

PO-04 Identify garment styles and parts.

PO-05 Prepare a report on a fashion designer

PO-06 Prepare a fabric file

PO-07 Prepare a report on a store

PO-08. Analyze promotion of a store

### PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

#### Performance Objective PO-01

Mount pictures and describe the reasons why people wear clothing.

The student will demonstrate knowledge of the reasons why people wear clothing by finding, mounting and labeling five pictures of clothing that are worn today, one of each of the five reasons for wearing clothes. Write an explanation of why each picture was chosen. (Standard 08.0101-01)

#### Performance Objective PO-02

Demonstrate knowledge of clothing terms.

The student will demonstrate knowledge of fads, classics, high fashion, and ready-to-wear (prêt-a-porter) by finding, mounting, and labeling a picture of clothing that represents each. (Standard 08.0101-02)

#### Performance Objective PO-03

Demonstrate knowledge of trickle-up, trickle-down and trickle-across theories.

The student will demonstrate knowledge of the theories of fashion movement by finding, mounting and labeling 2 examples of each of the theories (trickle-up theory, trickle-down theory, trickle-across theory) (Standard 08.0101-03)

#### Performance Objective PO-04

Identify garment styles and parts.

The student will demonstrate knowledge of basic clothing styles by finding, mounting and labeling picture examples of 4 of each of the following and label them: collars, sleeves, dresses, skirts, pants, jackets, coats. (Standard 08.0101-04)

#### Performance Objective PO-05

Prepare a report on a fashion designer

Complete a one page summary of a fashion designer and their contributions to the fashion industry.(Standard 08.0101-05)

#### Performance Objective PO-06

Prepare a fabric file.

The student will demonstrate knowledge of basic fibers and yarn by preparing a fabric file containing examples of: (4 natural fibers)cotton, linen, wool, silk, and (4 manufactured fibers) rayon, nylon, acrylic, and polyester. (Standard 08.0101-06)

#### Performance Objective PO-07

Prepare a report on a store.

The student will demonstrate knowledge of retail establishments by comparing 2 stores based on the store's: demographics, psychographics, geographics, and behaviorists (see page 39 in Fashion Marketing) (Standard 08.0101-07)

#### Performance Objective PO-08

Analyze promotion of a store.

Using a clothing store of their choice, students will analyze promotion techniques (Mixes) used by the store including defining the type of retail store (department, branch, flagship, chain, discount, specialty, mail or franchise) and their Promotional Mix. (Standard 08.0101-08)

### OVERVIEW OF FASHION A:

STANDARD	PERFORMANCE
1. Ch 1 (Fashion!)Why People Wear Certain Clothes	Mount pictures and describe the reasons why people wear clothing.
2. Ch 2 (Fashion!)Terminology	Examples of fads, classics, high fashion, couture and ready-to-wear.
3. Sec 5.2 (Fashion Marketing) Fashion Cycle	Examples of trickle-up, trickle-down and trickle-across theories.
4. Ch 3 (Fashion!)Clothing Parts	Examples of clothing styles
5. Ch 4 (Fashion!)Fashion Industry	Fashion Designer report
6. Ch 6 (Fashion Marketing) Intro to Textile Industry	Fabric File
7. Ch 2 (Fashion Marketing) Fashion Marketing	Retail store report, comparing 2 stores
8. Ch 7 (Fashion!) Fashion Promotion and Retailing	Analyze promotion of a store

## REFERENCE MATERIALS

**Textbooks:** *Fashion!*, Mary Wolf, The Goodheart-Wilcox Company, Inc., 1998.

*Fashion Marketing*, McGraw Hill, Glencoe by Gigi Ekstrom and Margaret Justiss, 2006, ISBN-868295-9.

## VIDEO AND GAME SOURCES:

### STANDARD 1

**VIDEO:** *Clothing: A Cross-Cultural Study*

Available from: Home Economics School Service

### STANDARD 2

**VIDEO:** *The History of Clothing: Fads, Fashion, & Classic*

Available from: Pineapple Appeal, Cambridge Educational, Learning Zone Express, and Nasco

### STANDARD 3

**VIDEO 1:** *Fashion Frenzy: 100 years of Clothing History*

Available from Learning Zone express

### POWERPOINT:

Glencoe Marketing Series: Fashion Marketing ISBN: 0078688108

### STANDARD 4

**GAME:** *The Clothes Game*

Available from: Nasco

### STANDARD 5

**VIDEO 1:** *History of Apparel Design: 1930 to the 21st Century*

Available from: Nasco and D.E. Visuals

**VIDEO 2:** *Chanel, Chanel*

Available from: Home Economics School Service

**VIDEO 3:** *The Story of Fashion*

Available from: Insight Media

**VIDEO 4:** *Fashion Through the Ages*

Available from: Insight Media

### STANDARD 6

**Video 1:** *Understanding Fabrics*

Available from Learning Seed

**VIDEO 2:** *Cotton Production*

Available from: The Home Economics Curriculum Center

**VIDEO 3:** *From Fiber to Fabric*

Available from: The American Wool Council

**VIDEO 4:** *Clothing Fibers*

Available from: The Learning Seed and D.E. Visuals

**VIDEO 5:** *Textiles*

Available from: D.E. Visuals and Cambridge Educational

**VIDEO 6:** *Fibers—Manufactured and Natural*

Available from: Meridian Educational Corp., and D.E. Visuals

**VIDEO 7:** *Fabric to 501's: Levi Strauss & Company*

Available from: Home Economics Curriculum Center and D.E. Visuals

### POWERPOINTS:

Glencoe Marketing Series: Fashion Marketing ISBN: 0078688108

### STANDARD 7

### POWERPOINTS:

Glencoe Marketing Series: Fashion Marketing ISBN: 0078688108

### STANDARD 8

## Contact information for ordering videos and games:

American Textile Manufacturer's  
Institute  
1801 K Street, NW, Suite 900  
Washington, DC 20006  
(202) 862-0500

The American Wool Council  
c/o American Sheep Industry Assoc.  
6911 South Yosemite Street  
Englewood, CO 80112  
(303) 771-3500  
Fax: (303) 771-8200

Cambridge Educational  
P.O. Box 2153  
Charleston, WV 25328-2153  
(800) 468-4227  
Fax: (800) 329-6687

Collins & Aikman Corp.  
701 McCullough Drive  
P.O. Box 32665  
Charlotte, NC 28232  
(704) 547-8500

D.E. Visuals  
3595 NW 83rd Avenue  
Sunrise, FL 33351  
(800) 736-6438  
Fax: (954) 741-1746

Home Economics Curriculum Center  
Texas Tech University  
P.O. Box 41161  
Lubbock, TX 79409-1161  
(806) 742-3029  
Fax: (806) 742-3034

Home Economics School Service  
10200 Jefferson Blvd., Room 891  
P.O. Box 802  
Culver City, CA 90232-0802  
(800) 421-4246  
Fax: (800) 944-5432

Insight Media  
121 West 85th Street  
New York, NY 10024  
(800) 233-9910  
Fax: (212) 799-5309

The Learning Seed  
330 Telser Road  
Lake Zurich, IL 60047  
(800) 634-4941  
Fax: (800) 998-0854

Learning Zone Express  
PO Box 1022  
Owatonna, MN 55060  
1-888-455-7003  
[www.learningzoneexpress.com](http://www.learningzoneexpress.com)

Meridian Educational Corp.  
236 East Front Street  
Bloomington, IL 61701  
(800) 727-5507  
Fax: (309) 829-8621

Nasco  
901 Janesville Avenue  
Fort Atkinson, WI 53538-0901  
(800) 558-9595  
Fax: (414) 563-8296

Pineapple Appeal  
P.O. Box 197  
Owatonna, MN 55060  
(800) 321-3041  
Fax: (507) 455-2307

The Video Catalog Company, Inc.  
561 Broadway  
New York, New York 10012  
(212) 334-0340  
Fax: (212) 274-1642